

Customer experience journey map

Use this framework to better understand customer needs, motivations, and obstacles by illustrating a key scenario or process from start to finish. When possible, use this map to document and summarize interviews and observations with real people rather than relying on your hunches or assumptions.

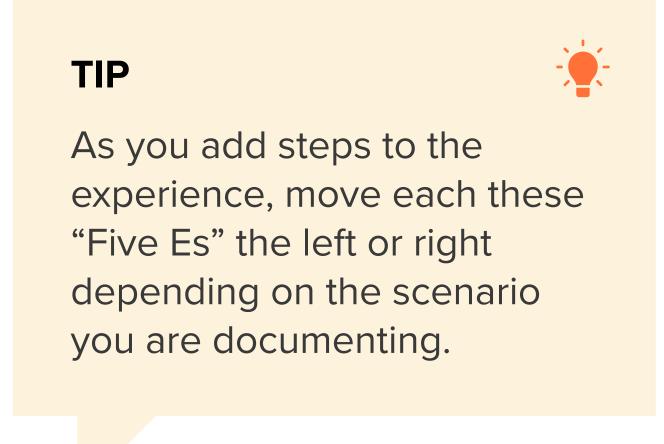


Product School



Document an existing experience

Narrow your focus to a specific scenario or process within an existing product or service. In the **Steps** row, document the step-by-step process someone typically experiences, then add detail to each of the other rows.



Browsing, booking, attending, and rating a local city tour	Entice How does someone initially become aware of this process?	Enter What do people experience as they begin the process?	Engage In the core moments in the process, what happens?		Exit What do people typically experience as the process finishes?	Extend What happens after the experience is over?
Steps What does the person (or group) typically experience?	Farmers come across the problem and they fnd the way to solve that problem Information abou web app is share the government the farmers	This will help them to	Gathering of the rainfall data Predict result to required result to the result to the required result to the r		After getting require information User can Logout from the System	Adapt themselves to the web app and recall the features or services available
Interactions What interactions do they have at each step along the way? People: Who do they see or talk Places: Where are they? Things: What digital touchpoints physical objects would they use?	open the required we app or rainfo	eb all	Interacts with UI which is available with simple language	Get aware of all controls and options	May wants to know about how the prediction works	Recommends to other farmers, plantation workers
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me" or "Help me avoid")	Help Users to predict Rainfall	Help Farmers to increase crop production	Make the User satisfed with the service	Help Farmers to get benefted from our predicted result	The Goal is to provide the most accurate result	To improve the interactive experience
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	User-friendly web application	Easy login and usable in Mobile devices	Provides the suggestion of the crops	Exciting visualisations of rainfalls in various regions of India	Make updates according to user needs	Reliable and 24/7 available
Negative moments What steps does a typical person find frustrating, confusing, angering costly, or time-consuming?	Create doubt about the predicted value	Security and Privacy issue	Poor Inteconnection we the use v	vill affect web	Waits for confrmation with actual rainfall	Ads consuming screen space and user time
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	Increasing Model accuracy	Enhancing communication between the user and system	Integrating more interactive visualisations for better user insights	Addressing customer issues and complaints as soon as possible	Adding regional languages like Bengali, Tamil, Kannada along with English	Adding voice assistant support for impaired users